

ADV # \_\_\_\_\_ ADV. NAME POLI/V BUCHANAN/R/CON/FL REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDEKHEID

201 N. UNION STREET, SUITE 200  
 ALEXANDRIA, VA 22314  
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6162034 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#135 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAY31/12 12.53

REP: REVISIONS  
 REVISED WRAP-A-ROUND WEEKS  
 SAME TOTAL  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 VERN BUCHANAN FOR CONGRESS

: LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
 : : LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 23 AGENCY EST# = 135  
 AGENCY PRODUCT CODE = 48

1	S		100P-200P	30			\$200.00	8/14	8/20	4		TU-F,M	4
PROGRAM : DAYS OF OUR LIVES													
RA35+ : 1.1													
CON COM1 : DAYS OF OUR LIVES													
2	S		1000A-1100A	30			\$80.00	8/14	8/20	8		TU-F,M	8
PROGRAM : DAYTIME													
RA35+ : 1.8													
CON COM1 : DAYTIME													

07/16

REP HEADLINE# 6162034  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 703-516-9650  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP  
 \*\*\* RECAP \*\*\*  
 MAR 11 12.5  
 WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	SEPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	8/14	8/20	8		8
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	8/14	8/20	8		8
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	8/14	8/20	8		8
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	8/14	8/20	8		8
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	8/14	8/20	8		8
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	8/14	8/20	8		8
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	8/14	8/20	4		4
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	8/14	8/20	4		4

REP HEADLINE# 6162034  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*RECAP\*\*  
 04/31/12 12.5  
 WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	S		600P-630P	30		\$600.00	8/14	8/20	4		TU-F,M	4
PROGRAM : NEWS												
RA35+ : 5.3												
CON COM1 : NEWS												
12	S		600A-700A	30		\$325.00	8/14	8/20	4		TU-F,M	4
PROGRAM : AM NEWS												
RA35+ : 1.8												
CON COM1 : AM NEWS												
13	S		700P-730P	30		\$500.00	8/14	8/20	4		TU-F,M	4
PROGRAM : ET												
RA35+ : 4.2												
CON COM1 : ET												
14	S		700A-900A	30		\$450.00	8/14	8/20	8		TU-F,M	8
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1 : TODAY SHOW												
15	S		730P-800P	30		\$500.00	8/14	8/20	4		TU-F,M	4
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1 : EXTRA												
16	S		900A-1000A	30		\$275.00	8/14	8/20	8		TU-F,M	8
PROGRAM : TODAY SHOW 2												
RA35+ : 1.8												
CON COM1 : TODAY SHOW 2												
17			800P-900P	30		\$4,500.00	8/20	8/20	1		MON	1
PROGRAM : AGT												
RA35+ : 8.6												
CON COM1 : AGT												
18			1130P-100A	30		\$600.00	8/18	8/18	1		SAT	1
PROGRAM : SNL												
RA35+ : 3.1												
CON COM1 : SNL												

Booked: Vette

REP: TEL# 703-516-9399 FAX# 703-516-3660  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5  
\*\*\*\*\* RECAP \*\*\*\*\* \*\* \*\* \*\* \*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1: _												
20			600P-630P	30		\$350.00	8/18	8/18	1		SAT	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
21			700P-800P	30		\$325.00	8/18	8/18	1		SAT	1
PROGRAM : ET RA35+ : 3.6 CON COM1: ET												
22			700A-900A	30		\$250.00	8/18	8/18	2		SAT	2
PROGRAM : SA TODAY RA35+ : 2.0 CON COM1: SA TODAY												
23			900A-1000A	30		\$150.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1: _												
24			1200N-100P	30		\$75.00	8/19	8/19	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1: _												
25			600P-630P	30		\$375.00	8/19	8/19	1		SUN	1
PROGRAM : NEWS RA35+ : 3.6 CON COM1: NEWS												
26			800A-900A	30		\$250.00	8/19	8/19	2		SUN	2
PROGRAM : SU TODAY RA35+ : 1.8 CON COM1: SU TODAY												

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP MAY31/12 12.5  
A RECAP \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P PROGRAM : NFL RA35+ : 11.6 CON COM1 : NFL	30		\$6,000.00	8/19	8/19	1		SUN	1
28			900A-1000A PROGRAM : RA35+ : 1.8 CON COM1 : --	30		\$150.00	8/19	8/19	2		SUN	2
29		S	1100P-1130P PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1 : LATE NEWS	30		\$625.00	8/14	8/20	6		TU-M	6
30		A	100P-200P PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1 : DAYS OF OUR LIVES	30		\$200.00	8/20	8/20	1		MON	1
31		A	1000A-1100A PROGRAM : DAYTIME RA35+ : 1.8 CON COM1 : DAYTIME	30		\$80.00	8/20	8/20	2		MON	2
32		A	1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1 : TONIGHT SHOW	30		\$325.00	8/20	8/20	2		MON	2
33		A	1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1 : NEWS	30		\$80.00	8/20	8/20	2		MON	2
34		A	1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1 : TODAY 3	30		\$100.00	8/20	8/20	2		MON	2

# 100-310-2000  
FROM REP MAY 31/15 12.5  
X B.H.H.F \* X W.F.L.A.-PV \* X

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	A		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	8/20	8/20	2		MON	2
36	A		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	8/20	8/20	2		MON	2
37	A		400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	8/20	8/20	2		MON	2
38	A		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	8/20	8/20	1		MON	1
39	A		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	8/20	8/20	1		MON	1
40	A		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	8/20	8/20	1		MON	1
41	A		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	8/20	8/20	1		MON	1
42	A		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	8/20	8/20	1		MON	1

REP HEADLINE# 6162034  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-5680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP MAY21/12 10.5  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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43	A		700A-900A	30		\$450.00	8/20	8/20	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1 : TODAY SHOW												

44	A		730P-800P	30		\$500.00	8/20	8/20	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1 : EXTRA												

45	A		900A-1000A	30		\$275.00	8/20	8/20	2		MON	2
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1 : TODAY SHOW2												

46	A		1100P-1130P	30		\$625.00	8/20	8/20	1		MON	1
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1 : LATE NEWS												

AUG/12 53150.00 CONTRACT TOTAL 53150.00  
 TOTAL SPOTS 150

MARKET TOTALS \$279,736 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP: TEL# 703-516-9399 FAX# 703-516-9350  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
MAY 31 12 11.3

REP. #	OFF. #	SALSMAN #
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BOYER NAME	SETSY VONDERHEID
SALES PRSN	WA- MEGHAN MCGARR (H)

201 N. UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6162034

CLASS: NATL. LOCAL REGIONAL

PRDCT	VERN	BUCHANAN	4	CONG	EST#135	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG14/12 AUG20/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED
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DATE MAY 1 1968

REP: NEW ORDER  
TTL \$53,150 @150X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
VERN BUCHANAN FOR CONGRESS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	COPIES
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS :
AGENCY ADVERTISER CODE = 23 AGENCY PRODUCT CODE = 48 AGENCY EST# = 135												
1			100P-200P	30		\$200.00	8/14	8/20	5		TU-F,M	5
PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1 : DAYS OF OUR LIVES												
2			1000A-1100A	30		\$80.00	8/14	8/20	10		TU-F,M	10
PROGRAM : DAYTIME RA35+ : 1.8 CON COM1 : DAYTIME												



WFLA-TV 3

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	8/14	8/20	10		TU-F,M	10
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	8/14	8/20	10		TU-F,M	10
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	8/14	8/20	10		TU-F,M	10
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	8/14	8/20	10		TU-F,M	10
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	8/14	8/20	10		TU-F,M	10
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	8/14	8/20	10		TU-F,M	10
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	8/14	8/20	5		TU-F,M	5
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	8/14	8/20	5		TU-F,M	5

[illegible]

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	8/14	8/20	5		TU-F,M	5
12			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	8/14	8/20	5		TU-F,M	5
13			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	8/14	8/20	5		TU-F,M	5
14			700A-900A PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1: TODAY SHOW	30		\$450.00	8/14	8/20	10		TU-F,M	10
15			730P-800P PROGRAM : EXTRA RA35+ : 3.4 CON COM1: EXTRA	30		\$500.00	8/14	8/20	5		TU-F,M	5
16			900A-1000A PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1: TODAY SHOW 2	30		\$275.00	8/14	8/20	10		TU-F,M	10
17			800P-900P PROGRAM : AGT RA35+ : 8.6 CON COM1: AGT	30		\$4,500.00	8/20	8/20	1		MON	1
18			1130P-100A PROGRAM : SNL RA35+ : 3.1 CON COM1: SNL	30		\$600.00	8/18	8/18	1		SAT	1

[illegible]

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	SPTS
19			1200N-100P	30		\$75.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 0.8 CON COM1 :												
20			600P-630P	30		\$350.00	8/18	8/18	1		SAT	1
PROGRAM : RA35+ : 3.6 CON COM1 : NEWS												
21			700P-800P	30		\$325.00	8/18	8/18	1		SAT	1
PROGRAM : RA35+ : 3.6 CON COM1 : ET												
22			700A-900A	30		\$250.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 2.0 CON COM1 : SA TODAY												
23			900A-1000A	30		\$150.00	8/18	8/18	2		SAT	2
PROGRAM : RA35+ : 2.1 CON COM1 :												
24			1200N-100P	30		\$75.00	8/19	8/19	2		SUN	2
PROGRAM : RA35+ : 0.5 CON COM1 :												
25			600P-630P	30		\$375.00	8/19	8/19	1		SUN	1
PROGRAM : RA35+ : 3.6 CON COM1 : NEWS												
26			800A-900A	30		\$250.00	8/19	8/19	2		SUN	2
PROGRAM : RA35+ : 1.8 CON COM1 : SU TODAY												

REP HEADLINE# 6162034  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9660  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 11.3  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P	30		\$6,000.00	8/19	8/19	1		SUN	1
PROGRAM : NFL												
RA35+ : 11.6												
CON COM1: NFL												
28			900A-1000A	30		\$150.00	8/19	8/19	2		SUN	2
PROGRAM :												
RA35+ : 1.8												
CON COM1:												
29			1100P-1130P	30		\$625.00	8/14	8/20	7		TU-M	7
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												
AUG/12			53150.00									
CONTRACT TOTAL												53150.00
TOTAL SPOTS												150

MARKET TOTALS \$279,736 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07  
 DEMOS- RA35+\*

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53150	<b>Campaign Ref:</b> E:120606033
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 23 / 48 / 135	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/13/12 to 08/26/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162034
<b>Est./PO Number:</b> 06162034	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

<b>Product:</b> Vern Buchanan 4 Cong	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 1p Days Of Our Lives TWTF.. Isolations: W/C 08/20 M.....	200	30 Comme	4		4	800
2	M-F 10a Daytime TWTF.. Isolations: W/C 08/20 M.....	80	30 Comme	8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show TWTF.. Isolations: W/C 08/20 M.....	325	30 Comme	8		8	2600
4	M-F 11a News TWTF.. Isolations: W/C 08/20 M.....	80	30 Comme	8		8	640
5	M-F 12p Today Show III TWTF.. Isolations: W/C 08/20 M.....	100	30 Comme	8		8	800
6	M-F 2p Rachael Ray TWTF.. Isolations: W/C 08/20 M.....	125	30 Comme	8		8	1000
7	M-F 3p Doctors TWTF.. Isolations: W/C 08/20 M.....	225	30 Comme	8		8	1800
8	M-F 4p Dr. Oz	300	30	8		8	2400
<b>Weekly Totals: Total Spots (Ord Spots)</b>				123	27	150	

Srcp Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 613 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	53150	Campaign Ref:	E:120E06033
Buyer:	FL	Client/Product/Estimate:	23/48/135	Sales Rep:	HFP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06162034
Est./PO Number:	06162034	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
9	M-F 5p News TWTF.. Isolations: W/C 08/20 M.....	450	30 Comme	4		4	1800
10	M-F 530p News TWTF.. Isolations: W/C 08/20 M.....	450	30 Comme	4		4	1800
11	M-F 6p News TWTF.. Isolations: W/C 08/20 M.....	600	30 Comme	4		4	2400
12	M-F 6a News TWTF.. Isolations: W/C 08/20 M.....	325	30 Comme	4		4	1300
13	M-F 7p Entertainment Tonight TWTF.. Isolations: W/C 08/20 M.....	500	30 Comme	4		4	2000
14	M-F 7a Today Show TWTF.. Isolations: W/C 08/20 M.....	450	30 Comme	8		8	3600
15	M-F 730p Extra TWTF.. Isolations: W/C 08/20 M.....	500	30 Comme	4		4	2000
16	M-F 9a Today Show II TWTF.. Isolations: W/C 08/20 M.....	275	30 Comme	8		8	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme		1	1	4500
18	Sat 1130p ET / 1030p CT Saturday Night Live .....S	600	30 Comme	1		1	600
Weekly Totals: Total Spots(Ord Spots)				123	27	150	

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53150	<b>Campaign Ref:</b> E:120606033
<b>Buyer:</b> FL	<b>Client/Product/Estimate:</b> 23 / 48 / 135	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/13/12 to 08/26/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162034
<b>Est/PO Number:</b> 06162034	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
19	Sat 12p News .....S.	75	30 Comme	Nbr of Spots 2		2	150
20	Sat 6p News .....S.	350	30 Comme	Nbr of Spots 1		1	350
21	Sat 7p Entertainment Tonight .....S.	325	30 Comme	Nbr of Spots 1		1	325
22	Sat 7a Today Show .....S.	250	30 Comme	Nbr of Spots 2		2	500
23	Sat 9a News .....S.	150	30 Comme	Nbr of Spots 2		2	300
24	Sun 12p News .....S.	75	30 Comme	Nbr of Spots 2		2	150
25	Sun 6p News .....S.	375	30 Comme	Nbr of Spots 1		1	375
26	Sun 8a Today Show .....S.	250	30 Comme	Nbr of Spots 2		2	500
27	Sun 8p ET / 7p CT Sun Night Football - Presession .....S.	6000	30 Comme	Nbr of Spots 1		1	6000
28	Sun 9a News .....S.	150	30 Comme	Nbr of Spots 2		2	300
<b>Weekly Totals</b>				<b>Total Spots(Ord Spots)</b>	123	27	150

**Srcp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53150	<b>Campaign Ref:</b> F120806033
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 23 / 48 / 135	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/13/12 to 08/26/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162034
<b>Est./PO Number:</b> 06162034	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
29	M-Su 11p News TWTFSS Isolations: W/C 08/20 M.....	625	30 Comme	Nbr of Spots 6		6	3750
30	M-F 1p Days Of Our Lives M.....	200	30 Comme	Nbr of Spots	1	1	200
31	M-F 10a Daytime M.....	80	30 Comme	Nbr of Spots	2	2	160
32	M-F 1135p ET / 1035p CT Tonight Show M.....	325	30 Comme	Nbr of Spots	2	2	650
33	M-F 11a News M.....	80	30 Comme	Nbr of Spots	2	2	160
34	M-F 12p Today Show III M.....	100	30 Comme	Nbr of Spots	2	2	200
35	M-F 2p Rachael Ray M.....	125	30 Comme	Nbr of Spots	2	2	250
36	M-F 3p Doctors M.....	225	30 Comme	Nbr of Spots	2	2	450
37	M-F 4p Dr Oz M.....	300	30 Comme	Nbr of Spots	2	2	600
38	M-F 5p News M.....	450	30 Comme	Nbr of Spots	1	1	450
39	M-F 530p News M.....	450	30 Comme	Nbr of Spots	1	1	450
<b>Weekly Totals:</b>				<b>Total Spots (Ord Spots)</b>			
				123	27	150	



**Srccp Media**  
 201 North Union Street  
 Suite 200  
 Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
 Submission Number 613 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 53150	<b>Campaign Ref:</b> E:120606033
<b>Buyer:</b> FL	<b>Client/Product/Estimate:</b> 23 / 48 / 135	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/13/12 to 08/26/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162034
<b>Est./PO Number:</b> 06162034	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
40	M-F 6p News	600	30 Comme		1	1	600
41	M-F 6a News	325	30 Comme		1	1	325
42	M-F 7p Entertainment Tonight	500	30 Comme		1	1	500
43	M-F 7a Today Show	450	30 Comme		2	2	900
44	M-F 730p Extra	500	30 Comme		1	1	500
45	M-F 9a Today Show II	275	30 Comme		2	2	550
46	M-Su 11p News	625	30 Comme		1	1	625
<b>Weekly Totals:</b>				123	27	150	
<b>Total Spots (Ord Spots)</b>				123	27	150	

**Grand Totals**

		<b>Month 8 Weeks: 4</b>	
<b>Totals</b>		<b>08/13</b>	<b>08/20</b>
Spots	150	123	27
Cost	53150	41030	12120

Grand Totals:

Spots:	150
Gross Total:	59,130.00
Commission:	7,972.50
Net Total:	45,177.50



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	Matt Oestrich	<b>STATION:</b>	WFLA
<b>FROM:</b>	Meghan McGarr	<b>HRP OFFICE:</b>	Washington

**REQUEST RECEIVED FROM**

**DATE:** 6/15/12

<b>BUYER:</b>	Betsy Vonderheid
<b>AGENCY:</b>	SRCP Media
<b>ADDRESS:</b>	201 North Union Street Suite 200 Alexandria, VA 22314
<b>PHONE #:</b>	703 683 9755
<b>FAX #:</b>	703 836 2469
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Vern Buchanan for Congress
<b>CPMGN MGR.</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	111 South Orange Avenue Floor 2R, Suite 202W Sarasota, FL 34236
<b>PHONE #:</b>	(941) 951-6643
<b>FAX #:</b>	(941) 951-2972
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Vern Buchanan
<b>OFFICE:</b>	Congress
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All

**PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE**



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21861  
Srcp Media  
201 North Union Street  
Suite 200  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Vern Buchanan/ R/ Congress/  
PROD: Vern Buchanan 4 Cong

2012  
INVOICE DATE 08/26/12  
ORDER TYPE Political  
WFLA I SS  
E:120606033  
WFLA  
INVOICE NUMBER 0100032127  
PAGE 1  
BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 8/13/12- 8/26/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 23 /48 /135  
Desc: 06162034

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 10a Daytime	80.00	2 8	8/14	TU	*WFLA	:30 Commercial	.00	Preempt Program Change	80.00-
			8/14	TU		30	.00	Preempt Program Change	80.00-
			8/15	WE		30	.00	Preempt Program Change	80.00-
			8/15	WE		30	.00	Preempt Program Change	80.00-
			8/16	TH		30	.00	Preempt Program Change	80.00-
			8/16	TH		30	.00	Preempt Program Change	80.00-
			8/17	FR		30	.00	Preempt Program Change	80.00-
			8/17	FR		30	.00	Preempt Program Change	80.00-
M-F 11a News	80.00	4 8	8/14	TU	*WFLA	:30 Commercial	.00	Preempt Program	80.00-

\*\*\* Continued \*\*\*

PERIOD COST	9,150.00	0 Total Units	ACTUAL GROSS BILLING	.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	.00	TOTAL RECONCILING	Credits	9,150.00-
			NET DUE	.00			9,150.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Vern Buchanan/ R/ Congress/  
PRODUCT Vern Buchanan 4 Cong

INVOICE NUMBER 0100032127  
BROADCAST MONTH 07/30/2012 - 08/26/  
AMOUNT DUE .00

REMIT TO:

\*00197

000021861  
Srcp Media  
201 North Union Street  
Suite 200  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021861 00000100032127 000000000 0



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21861  
Srcp Media  
201 North Union Street  
Suite 200  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Vern Buchanan/ R/ Congress/  
PROD: Vern Buchanan 4 Cong

2012 WFLA I SS  
INVOICE DATE 08/26/12 E:120606033  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032127 PAGE BROADCAST MONTH  
SCHEDULE DATES 2 07/30/2012 - 08/2  
8/13/12- 8/26/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 23 /48 /135  
Desc: 06162034

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
			8/14 TU 30	.00	Change Preempt Program 80.00-
			8/15 WE 30	.00	Change Preempt Program 80.00-
			8/15 WE 30	.00	Change Preempt Program 80.00-
			8/16 TH 30	.00	Change Preempt Program 80.00-
			8/16 TH 30	.00	Change Preempt Program 80.00-
			8/17 FR 30	.00	Change Preempt Program 80.00-
			8/17 FR 30	.00	Change Preempt Program 80.00-
M-F 7p Entertainment Tonight	500.00	13 4	*WFLA :30 Commercial	.00	Preempt Program .00-
			8/15 WE 30	.00	Change Preempt Program .00-
			8/16 TH 30	.00	Change Preempt Program .00-
			8/17 FR 30	.00	Change Preempt Program .00-
M-F 730p Extra	500.00	15 4	*WFLA :30 Commercial	.00	Preempt Program 500.00-
			8/15 WE 30	.00	Change Preempt Program 500.00-
			8/16 TH 30	.00	Change Preempt Program 500.00-
			8/17 FR 30	.00	Change Preempt Program 500.00-

\*\*\* Continued \*\*\*

PERIOD COST	9,150.00	0 Total Units	ACTUAL GROSS BILLING .00	SUB-TOTALS	Debits .00
			AGENCY COMMISSION .00		Credits 9,150.00-
			NET DUE .00	TOTAL RECONCILING	9,150.00CR

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ALEXANORIA VA 22314

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, OC  
ADV: Vern Buchanan/ R/ Congress/  
PROD: Vern Buchanan 4 Cong

2012  
INVOICE DATE 08/26/12  
ORDER TYPE Political  
INVOICE NUMBER 0100032127  
SCHEDULE DATES 8/13/12- 8/26/12  
WFLA I SS  
08/26/12 E: 120606033  
WFLA  
PAGE BROADCAST MONTH  
3 07/30/2012 - 08/2  
Standard 8 Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 23 /48 /135  
Oesc: 06162034

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 9a Today Show II	275.00	16 2	8/14 TU *WFLA :30 Commercial	.00	Change
			8/17 FR	.00	Preempt Program Change 275.00-
Mon 8-10p ET / 7-9p CT Voice	4500.00	17 1	8/20 MO *WFLA :30 Commercial	.00	Preempt Program Change 4500.00-
M-F 10a Oaytime	80.00	31 2	8/20 MO *WFLA :30 Commercial	.00	Preempt Program Change 80.00-
			8/20 MO	.00	Preempt Program Change 80.00-
M-F 11a News	80.00	33 2	8/20 MO *WFLA :30 Commercial	.00	Preempt Program Change 80.00-
			8/20 MO	.00	Preempt Program Change 80.00-
M-F 7p Entertainment Tonight	500.00	42 1	8/20 MO *WFLA :30 Commercial	.00	Preempt Program Change .00-
M-F 730p Extra	500.00	44 1	8/20 MO *WFLA :30 Commercial	.00	Preempt Program Change 500.00-
Total Airtime Net Spot Revenue:			.00		

PERIOD COST	9,150.00	0 Total Units	0ebits	.00
		ACTUAL GROSS BILLING	Credits	9,150.00-
		AGENCY COMMISSION	TOTAL RECONCILING	9,150.00CR
		NET DUE		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.